

RECKITT LAUNCHES "FIGHT FOR ACCESS ACCELERATOR", USING START-UP INVESTMENT MODEL TO IMPROVE HEALTHCARE FOR 1.5 M PEOPLE

Includes embracing the power of NFTs to spur social impact investing

Manchester, United Kingdom (7 September 2022) - Reckitt has announced the launch of its **Fight for Access (FFA) Accelerator** - a programme to support and scale early-stage social enterprises across the world that improve access to healthcare.

Access to basic health care is a fundamental right, not a privilege. However, even today, 1 in 2 people lack access to basic healthcare. Reckitt believes that community-driven programmes led by local entrepreneurs are best-placed to help, but they often lack resources to scale their ideas. Alongside seed funding, the Fight For Access Accelerator will support the chosen entrepreneurs with bootcamps, mentorship and access to a global ecosystem of fellow health experts and innovators, to help them reach their full potential and make a sustainable impact where it's needed most.

The project, launched in partnership with Yunus Social Business and the Health Innovation and Investment Exchange (HIEx), aims to help accelerate and scale social enterprises across at least 7 countries, to improve healthcare for 1.5m people in year 1 alone.

As part of the collaboration, Reckitt and Health Innovation and Investment Exchange have developed the **Women in Innovation Fund (WINFUND)**, which will use NFTs (one-of-a-kind digital artworks) to support women-led, health innovation start-ups to help democratise access to healthcare. Women-led enterprises are proven to have greater impact but receive only 2% of venture capital funding.

The first NFT collection, focused on Africa, was designed by Rwandan artist, Christella Bijou. It was developed in collaboration with Tokenproof, which provides a means of safely and securely proving ownership of NFTs. The "non-fungible tokens" for Africa are targeted to be released in October, with 100% of proceeds going directly to women-led businesses in Africa, including in Ghana, Kenya, Nigeria and South Africa. Details of the mint will be released at a later date. NFT projects for Asia and other regions will follow.

Reckitt's Global Head of External Affairs, Patricia O'Hayer said:

"The Fight For Access Accelerator is investment, not donation, using the most modern tools available. We have evolved how we finance development projects, bringing them into the 21st century and setting them up to create long-term, sustainable impact. We are proud that all proceeds from Reckitt's first NFT project will go toward women-led health start-ups in Africa, where there is great inequality in access to both healthcare and funding."

The Accelerator builds on Reckitt's sponsorship of One Young World's Lead2030 programme for the past three years, which has seen the business invest in youth-led social enterprises around the world and

connect them with experts at Reckitt, to provide executive mentorship and enable them to grow and scale.

Pradeep Kakkattil, Founder and CEO of the Health Innovation and Investment Exchange, said:

"Women are the backbone of healthcare systems. If the world is to reach Universal Health Coverage, it will be women entrepreneurs who will drive it. It is unacceptable that women entrepreneurs don't get a fair share of access to financing – the WinFUND is an attempt to address the inequities and build a community of NFT owners to back women health entrepreneurs."

In its first year, the accelerator will review submissions from Indonesia, South Africa, Brazil and the United Kingdom. Yunus will be supporting enterprises in South Africa and Brazil, to enable access to water, sanitation and hygiene.

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About Reckitt:

Reckitt* exists to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. We believe that access to the highest-quality hygiene, wellness and nourishment is a right, not a privilege.

Reckitt is the company behind some of the world's most recognisable and trusted consumer brands in hygiene, health and nutrition, including Air Wick, Calgon, Cillit Bang, Clearasil, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more.

Every day, more than 20 million Reckitt products are bought globally. We always put consumers and people first, seek out new opportunities, strive for excellence in all that we do and build shared success with all our partners. We aim to do the right thing, always.

We are a diverse global team of c. 40,000 colleagues. We draw on our collective energy to meet our ambitions of purpose-led brands, a healthier planet and a fairer society. Find out more, or get in touch with us at www.reckitt.com

* Reckitt is the trading name of the Reckitt Benckiser group of companies

About Yunus Social Business:

Yunus Social Business (YSB) harnesses the power of business to solve pressing global issues. We support social start-ups and multinational corporations to combine business and impact. For over ten years, we have invested in social businesses in Eastern Africa, Latin America, India and Europe to scale their impact. Our portfolio spans across the main themes of Agriculture & Livelihood, Health & Sanitation, Education & Training and Energy & Environment. YSB Funds has positively impacted over 3.6 million lives across the globe. Our Corporate Innovation team works with global companies to turn their organisations into a force for good. By pioneering social business models, building social business ventures, and advocating for social intrapreneurship, the Corporate Innovation team paves strategic pathways for purpose-driven business. Through Corporate Accelerators for social businesses and Social Procurement we bridge the gap between both worlds and bring together what belongs together: Business and impact.

About Health Innovation and Investment Exchange:

The Health Innovation and Investment Exchange (HIEx) is a Geneva based non-profit partnership platform bringing together policymakers, innovators and investors to leverage health innovations and investment to save and improve lives around the world. HIEx fosters public-private partnerships that can help scale proven technologies and innovations to maximize reach and health impact, especially for the most vulnerable communities. The HIEx Investor Coalition convenes a range of investors committed to building sustainable healthcare businesses to reach the Sustainable Development Goal targets.